

ORDER



KLAS

Orders Order / Rev: 35842
 Alt Order #: 08801774
 Product Desc: OCEQUERA/CON/DEM
 Estimate: 1189
 Flight Dates: 10/30/12 - 11/06/12
 Qriginal Date / Rev: 05/15/12 / 10/30/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: GMMB
 Buying Contact: Maura Gilroy
 Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Oceguera, John CD3
 Demographic: A25-54
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	11	\$5,000.00	\$4,250.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	11	\$5,000.00	\$4,250.00	0.00
Totals	11	\$5,000.00	\$4,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share

	Share	Total
KLAS	30%	\$5,000.00

Market	100%	\$16,666.67
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Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$4,166.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$833.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/05/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV2	0.00	NM	1	\$225.00

8 NEWS NOW AT 5A

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/30/12	11/05/12	MTWTF--	2	\$225.00	0.00			
Spot	Ch Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
3	8 10/30/12-11/05/12	8 News Now 5a M-F	5-6a	MTWTF-----	:30	(\$225.00)	0.00	NM

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PRICE IS RIGHT

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	8	11/06/12	11/06/12	Price Is Right		CM	10-11a		-T-----	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
Price Is Right																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 11/06/12 11/12/12 -T----- 1 \$1,575.00 0.00																	
E 16	8	10/30/12	11/05/12	8 News Now	Noon M-F	CM	12-1230p		MTWTF--	:30	1	\$325.00	LV2	0.00	NM	0	\$0.00
8 NEWS NOW AT NOON																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 10/30/12 11/05/12 MTWTF-- 1 \$325.00 0.00																	
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length		Rate	Rtg	Type			
3	8	10/30/12-11/05/12	8 News Now Noon M-F		12-1230p				MTWThF----	:30		(\$325.00)	0.00	NM			
Credited [due cut backs]																	
E 17	8	10/30/12	11/05/12	1230-2p Soaps/ LMAD	CM	1230-2p		MTWTF--	:30	1	\$375.00	LV2	0.00	NM	0	\$0.00	
Soaps / Let's Make A Deal (12:30 PM-1:00 PM)																	
THE BOLD AND THE BEAUTIFUL																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 10/30/12 11/05/12 MTWTF-- 1 \$375.00 0.00																	
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length		Rate	Rtg	Type			
2	8	10/30/12-11/05/12	1230-2p Soaps/ LMAD		1230-2p		(12:30 PM-1:00	MTWThF----	:30		(\$375.00)	0.00	NM				
Credited [due cut backs]																	
E 20	8	10/30/12	11/05/12	Ellen		CM	3-4p		MTWTF--	:30	1	\$425.00	LV2	0.00	NM	0	\$0.00
Ellen																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 10/30/12 11/05/12 MTWTF-- 1 \$425.00 0.00																	
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length		Rate	Rtg	Type			
3	8	10/30/12-11/05/12	Ellen		3-4p			MTWThF----	:30		(\$425.00)	0.00	NM				
Credited [due cut backs]																	
E 21	8	10/30/12	11/05/12	8 News Now	4p M-F	CM	4-5p		MTWTF--	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
8 News Now 4p M-F (4:30 PM-5:00 PM)																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 10/30/12 11/05/12 MTWTF-- 1 \$450.00 0.00																	
E 22	8	10/30/12	11/05/12	8 News Now	5-630p M-F	CM	5-630p		MTWTF--	:30	1	\$500.00	LV2	0.00	NM	1	\$500.00
8 News Now 5-630p M-F																	
8 NEWS NOW ROTATION																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 10/30/12 11/05/12 MTWTF-- 1 \$500.00 0.00																	
E 37	8	10/30/12	11/05/12	8 News Now	11p M-F	CM	11-1135p		MTWTF--	:30	1	\$600.00	LV2	0.00	NM	0	\$0.00
8 News Now 11p M-F																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 10/30/12 11/05/12 MTWTF-- 1 \$600.00 0.00																	
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length		Rate	Rtg	Type			
2	8	10/30/12-11/05/12	8 News Now 11p M-F		11-1135p			MTWThF----	:30		(\$600.00)	0.00	NM				
Credited [due cut backs]																	
E 39	8	10/30/12	11/05/12	Letterman		CM	1135p-1237a		MTWTF--	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
Letterman (11:35 PM-12:37 XM)																	
LATE SHOW W/LETTERMAN																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 10/30/12 11/05/12 MTWTF-- 1 \$275.00 0.00																	
N 45	8	10/30/12	11/05/12	137-237a	M-F Elec Plyg	CM	137-207a		MTWTF--	:30	2	\$30.00	LV3	0.00	NM	2	\$60.00
Electric Playground																	
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating								
Week: 10/30/12 11/05/12 MTWTF-- 2 \$30.00 0.00																	
N 46	8	10/31/12	11/02/12			CM	4-5a		--WTF--	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00

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				8 News Now 4-5a													
				8 News Now 4-5a													
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	--WTF--	1	\$50.00	0.00								
															Totals		
															11	\$5,000.00	